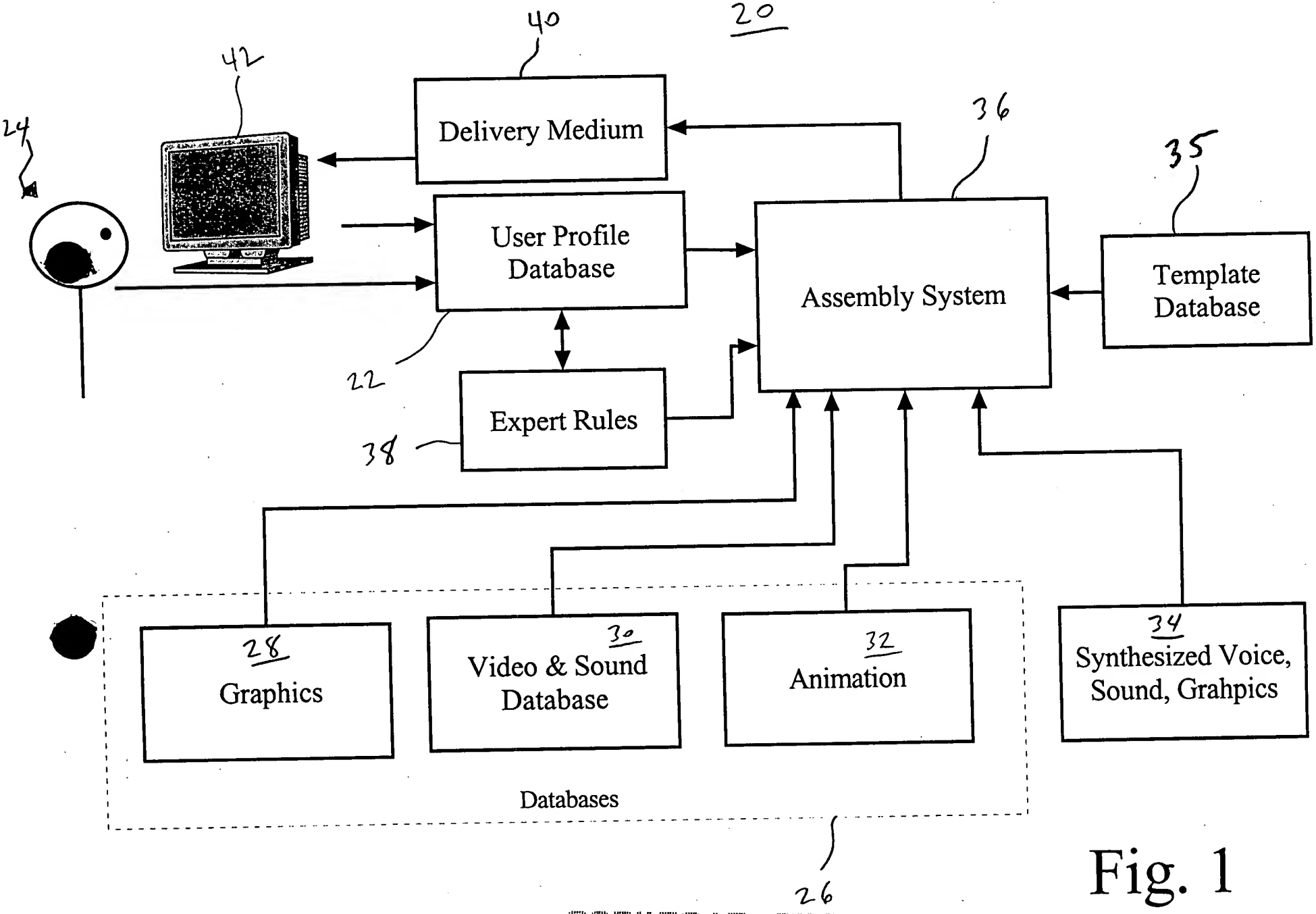
20
40
42
24
Delivery Medium
36
35
User Profile Database
Assembly System
Template Database
22
Expert Rules
38
28
Graphics
30
Video & Sound Database
32
Animation
34
Synthesized Voice, Sound, Grahpics
Databases
26

Fig. 1

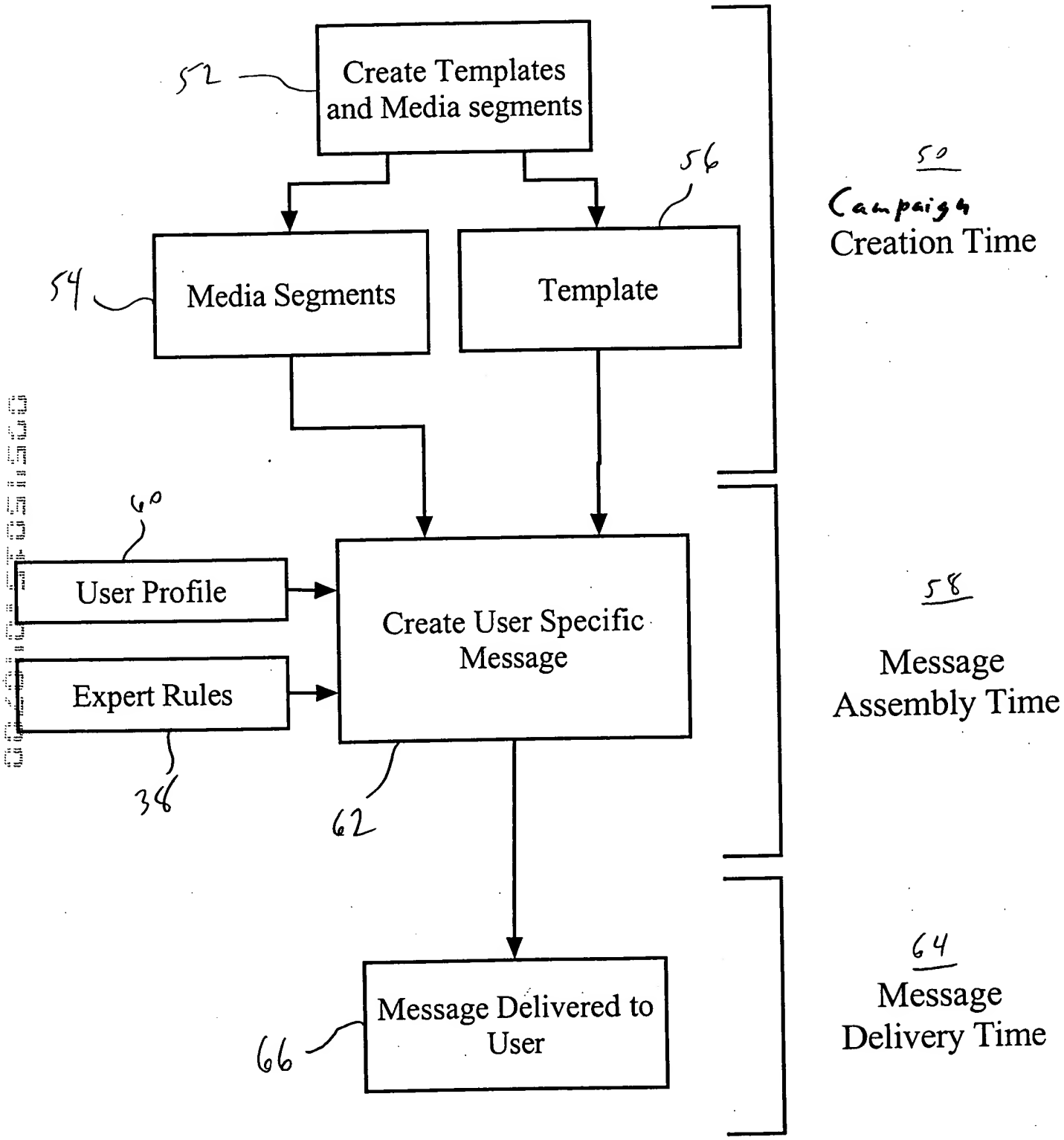
52
Create Templates and Media segments
56
50
Campaign Creation Time
54
Media Segments
Template
60
User Profile
Expert Rules
Create User Specific Message
58
Message Assembly Time
36
62
64
Message Delivered to User
66
Message Delivery Time

Fig. 2

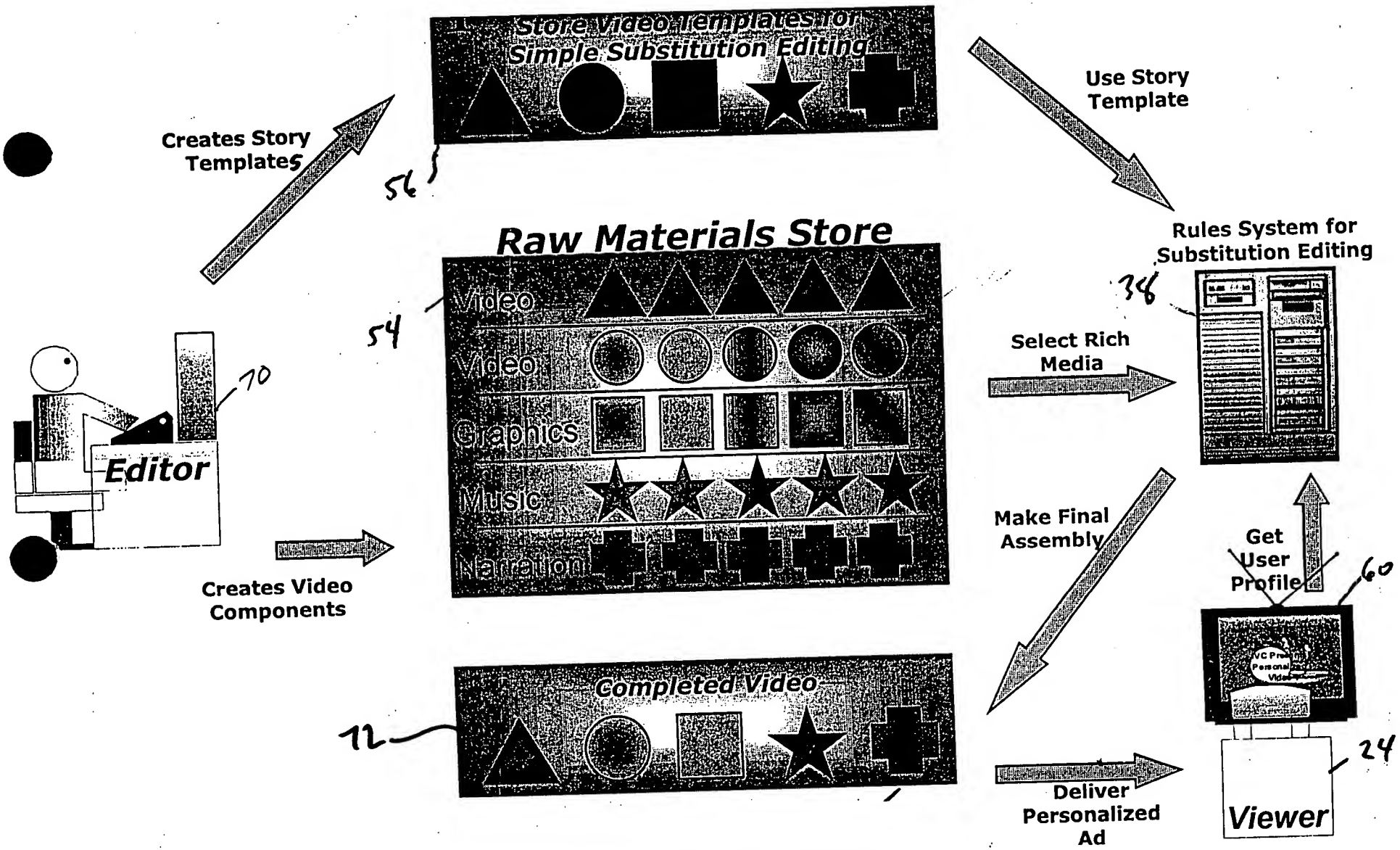
Store Video Templates for Simple Substitution Editing
56
Creates Story Templates
Use Story Template
Raw Materials Store
54
Video
Video
Graphics
Music
Narration
Rules System for Substitution Editing
36
Select Rich Media
Editor
70
Creates Video Components
Make Final Assembly
Get User Profile
60
Completed Video
12
Deliver Personalized Ad
Viewer
24

Fig 3

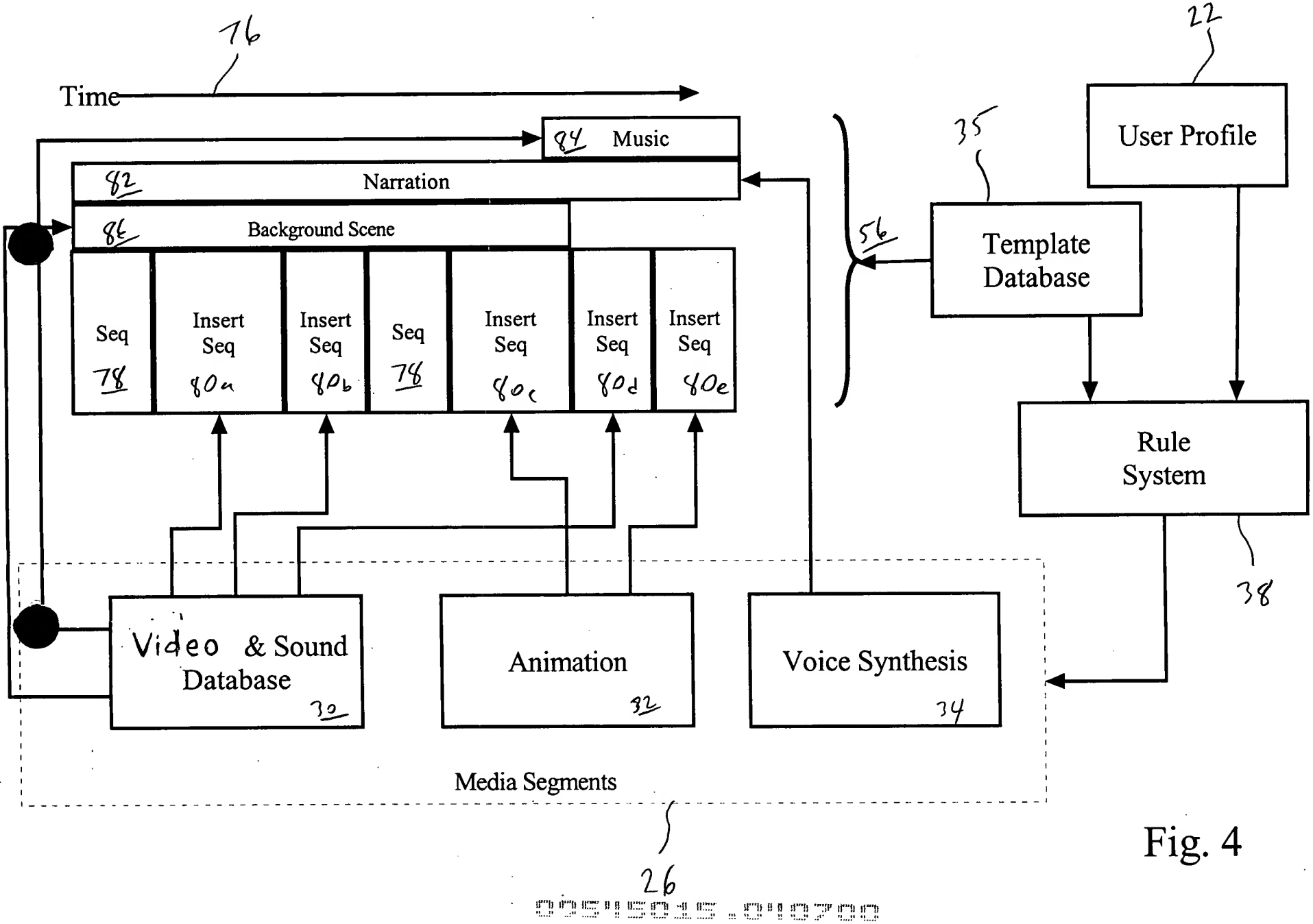
76
Time
84 Music
82 Narration
86 Background Scene
Seq 78
Insert Seq 80a
Insert Seq 80b
Seq 78
Insert Seq 80c
Insert Seq 80d
Insert Seq 80e
22
User Profile
35
Template Database
56
Rule System
38
Video & Sound Database 30
Animation 32
Voice Synthesis 34
Media Segments
26

Fig. 4

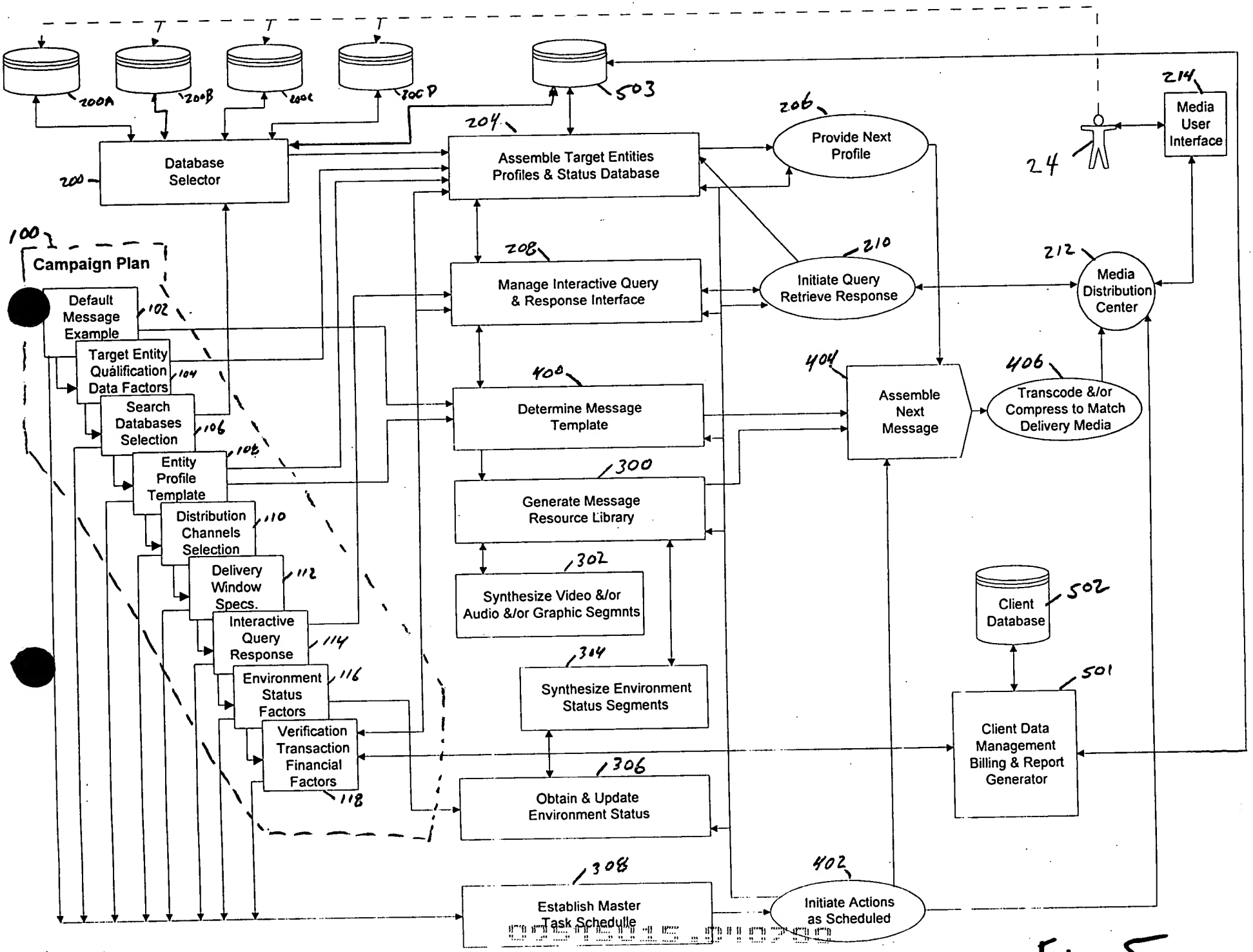
200A
200B
200C
200D
503
214
Media User Interface
24
206
Provide Next Profile
204
Assemble Target Entities Profiles & Status Database
200
Database Selector
100
Campaign Plan
208
Manage Interactive Query & Response Interface
210
Initiate Query Retrieve Response
212
Media Distribution Center
Default Message Example
102
Target Entity Qualification Data Factors
104
Search Databases Selection
106
Entity Profile Template
108
Distribution Channels Selection
110
Delivery Window Specs.
112
Interactive Query Response
114
Environment Status Factors
116
Verification Transaction Financial Factors
118
400
Determine Message Template
404
Assemble Next Message
406
Transcode &/or Compress to Match Delivery Media
300
Generate Message Resource Library
302
Synthesize Video &/or Audio &/or Graphic Segmnts
304
Synthesize Environment Status Segments
502
Client Database
501
Client Data Management Billing & Report Generator
306
Obtain & Update Environment Status
308
Establish Master Task Schedulle
402
Initiate Actions as Scheduled

Fig. 5

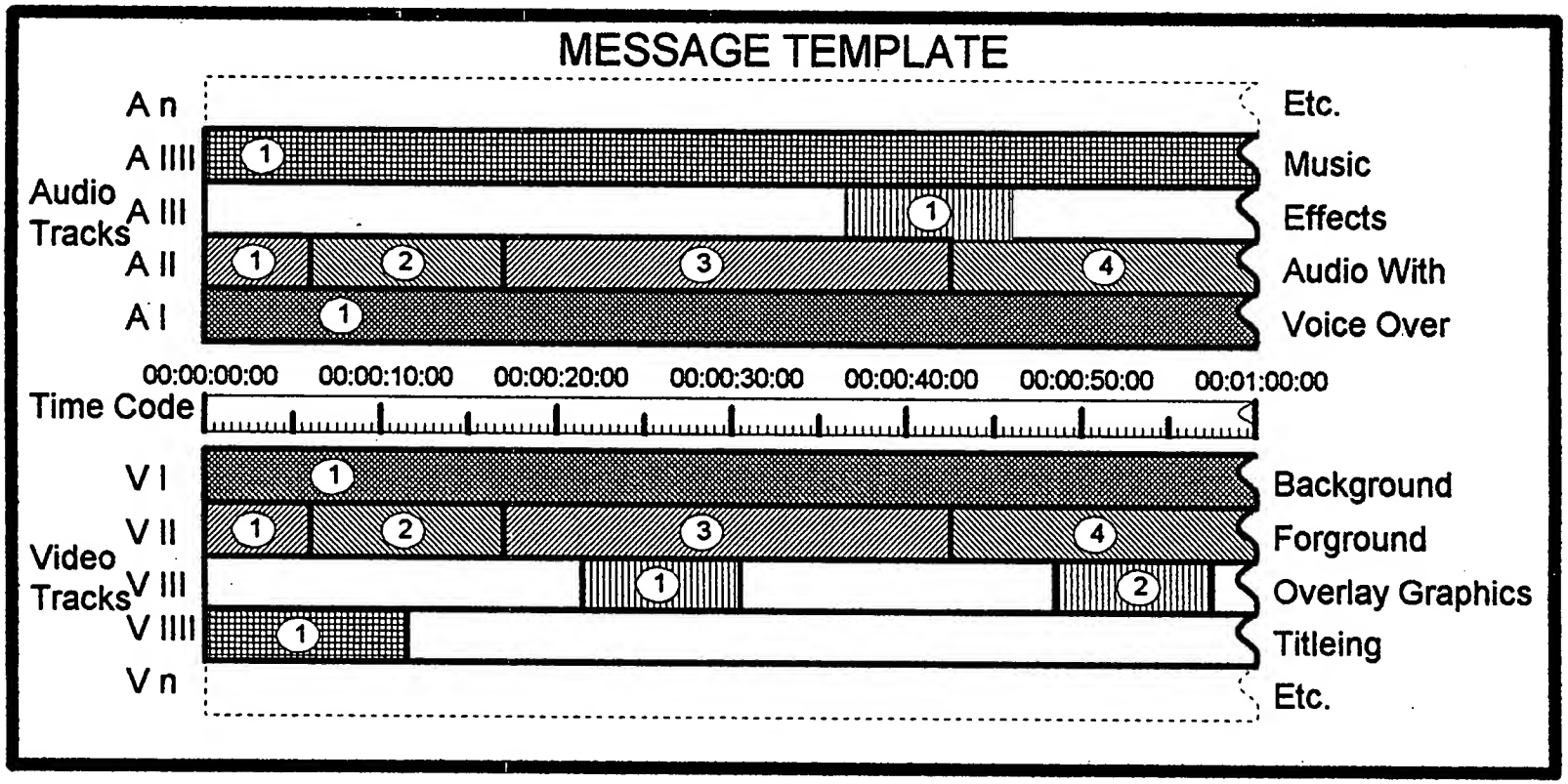

Fig. 6

09515915 .011709

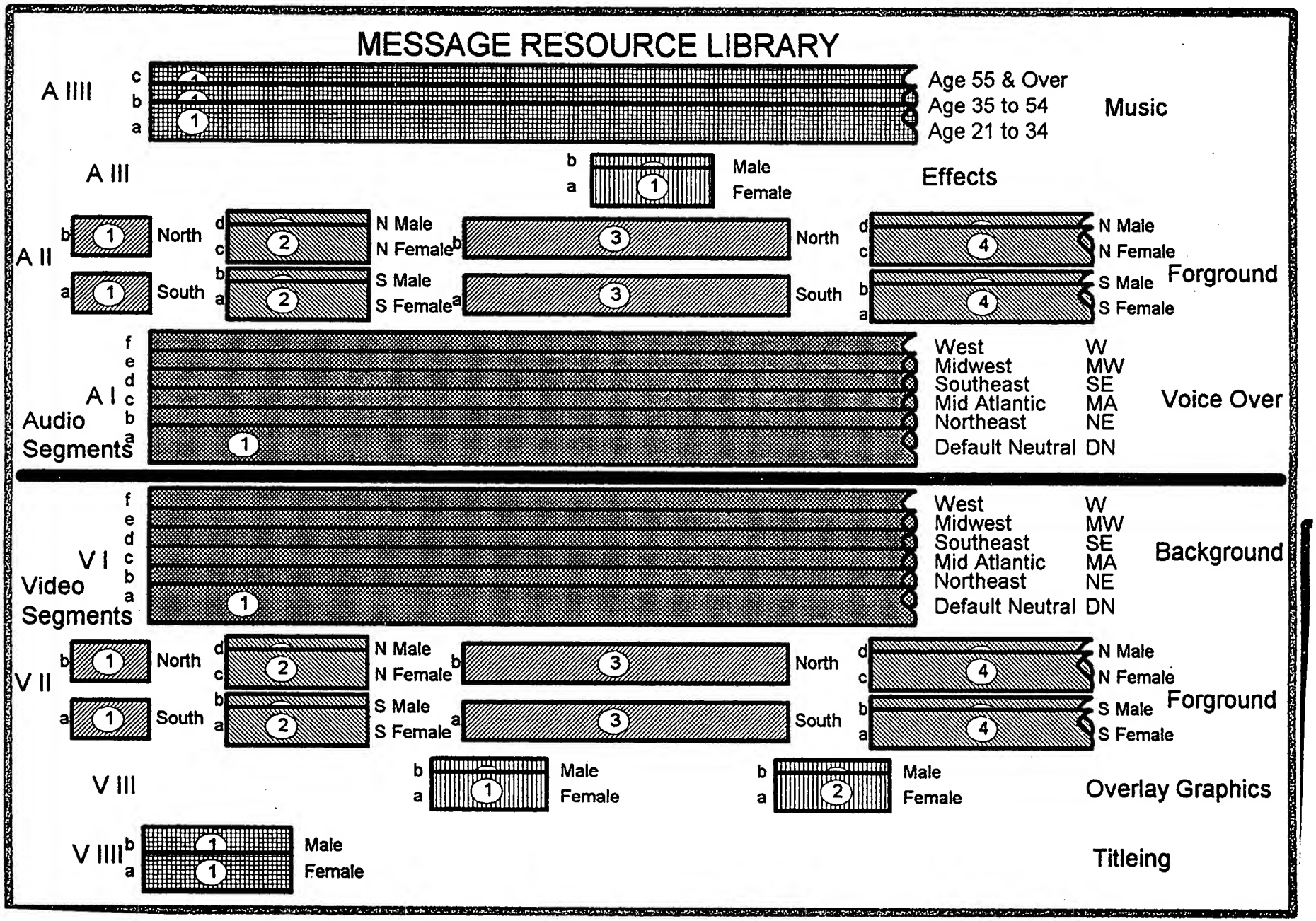
MESSAGE RESOURCE LIBRARY
A IIII
Age 55 & Over
Age 35 to 54
Age 21 to 34
Music
A III
Male
Female
Effects
A II
North
South
N Male
N Female
S Male
S Female
Forground
A I
Audio Segments
West
Midwest
Southeast
Mid Atlantic
Northeast
Default Neutral
W
MW
SE
MA
NE
DN
Voice Over
V I
Video Segments
Background
V II
Forground
V III
Overlay Graphics
V IIII
Titleing

Fig 7

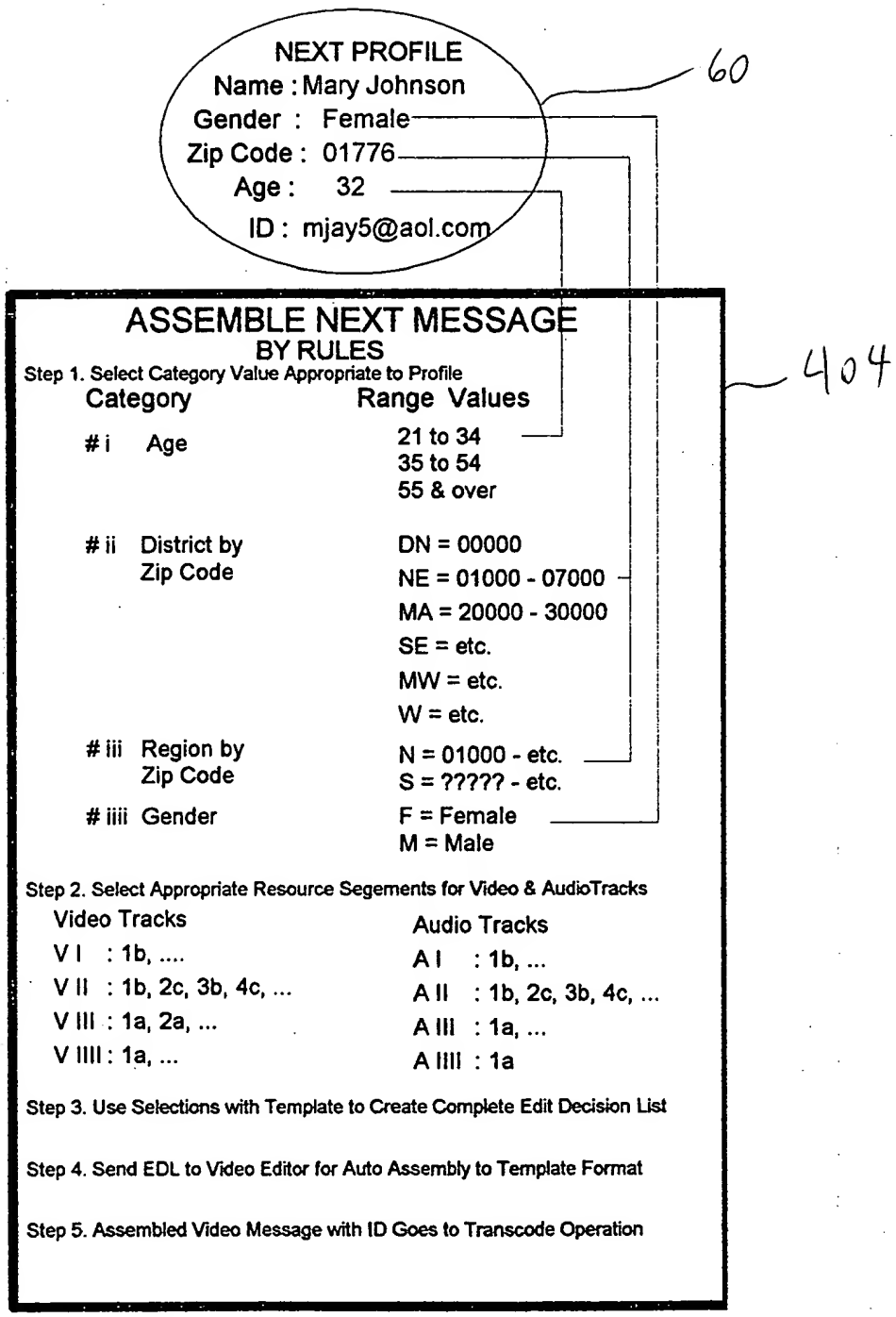
NEXT PROFILE
Name : Mary Johnson
Gender : Female
Zip Code : 01776
Age : 32
ID : mjay5@aol.com
60
ASSEMBLE NEXT MESSAGE
BY RULES
404
Step 1. Select Category Value Appropriate to Profile
Category
Range Values
i Age
21 to 34
35 to 54
55 & over
# ii District by Zip Code
DN = 00000
NE = 01000 - 07000
MA = 20000 - 30000
SE = etc.
MW = etc.
W = etc.
# iii Region by Zip Code
N = 01000 - etc.
S = ????? - etc.
# iiii Gender
F = Female
M = Male
Step 2. Select Appropriate Resource Segements for Video & AudioTracks
Video Tracks
V I : 1b, ...
V II : 1b, 2c, 3b, 4c, ...
V III : 1a, 2a, ...
V IIII : 1a, ...
Audio Tracks
A I : 1b, ...
A II : 1b, 2c, 3b, 4c, ...
A III : 1a, ...
A IIII : 1a
Step 3. Use Selections with Template to Create Complete Edit Decision List
Step 4. Send EDL to Video Editor for Auto Assembly to Template Format
Step 5. Assembled Video Message with ID Goes to Transcode Operation

Fig. 8

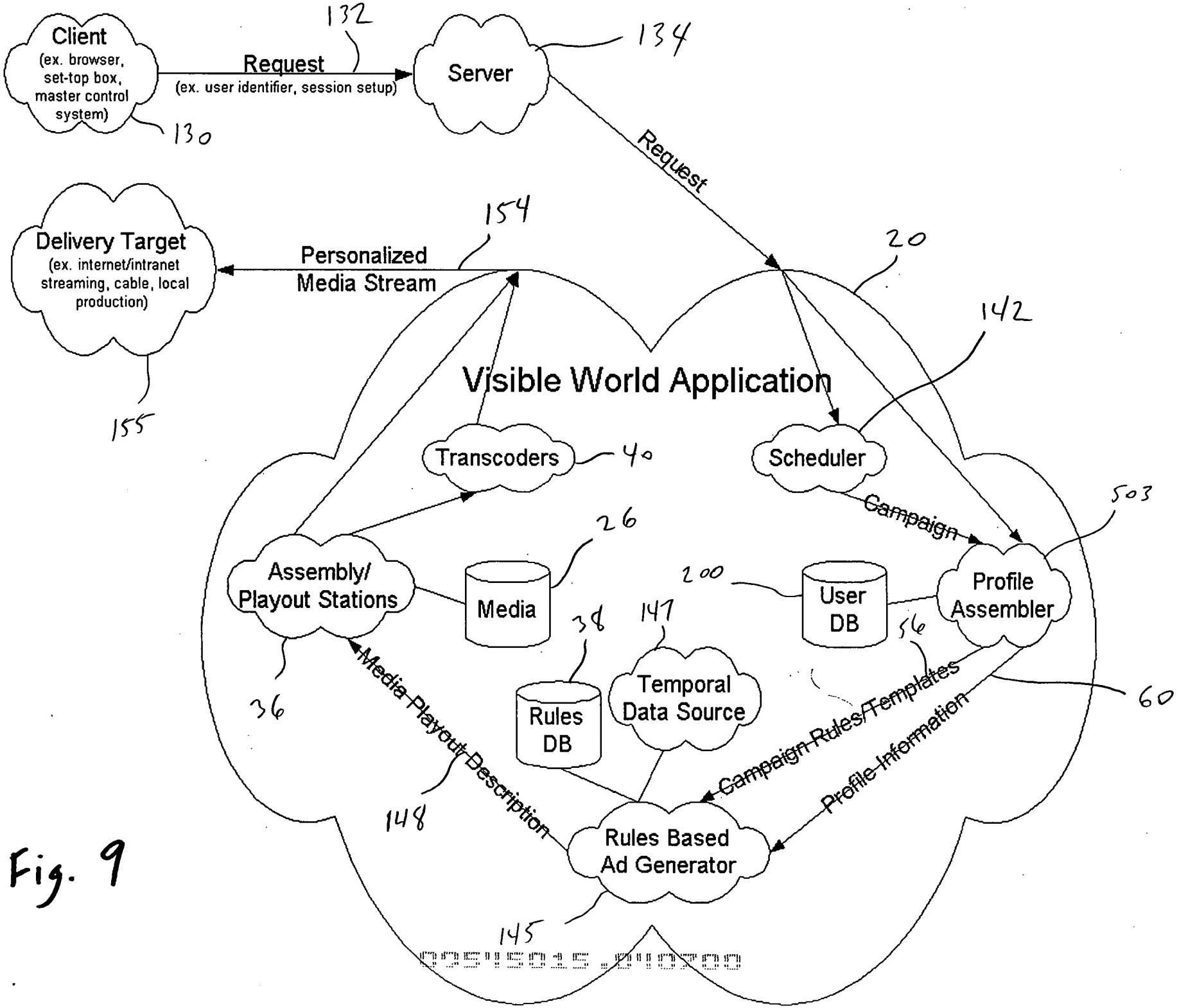
Client
(ex. browser, set-top box, master control system)
130
Request
(ex. user identifier, session setup)
132
Server
134
Request
Delivery Target
(ex. internet/intranet streaming, cable, local production)
155
Personalized Media Stream
154
20
142
Visible World Application
Transcoders
40
Scheduler
Campaign
503
Assembly/ Playout Stations
36
Media
26
User DB
200
Profile Assembler
56
60
Rules DB
38
Temporal Data Source
147
Media Playout Description
148
Campaign Rules/Templates
Profile Information
Rules Based Ad Generator
145

Fig. 9

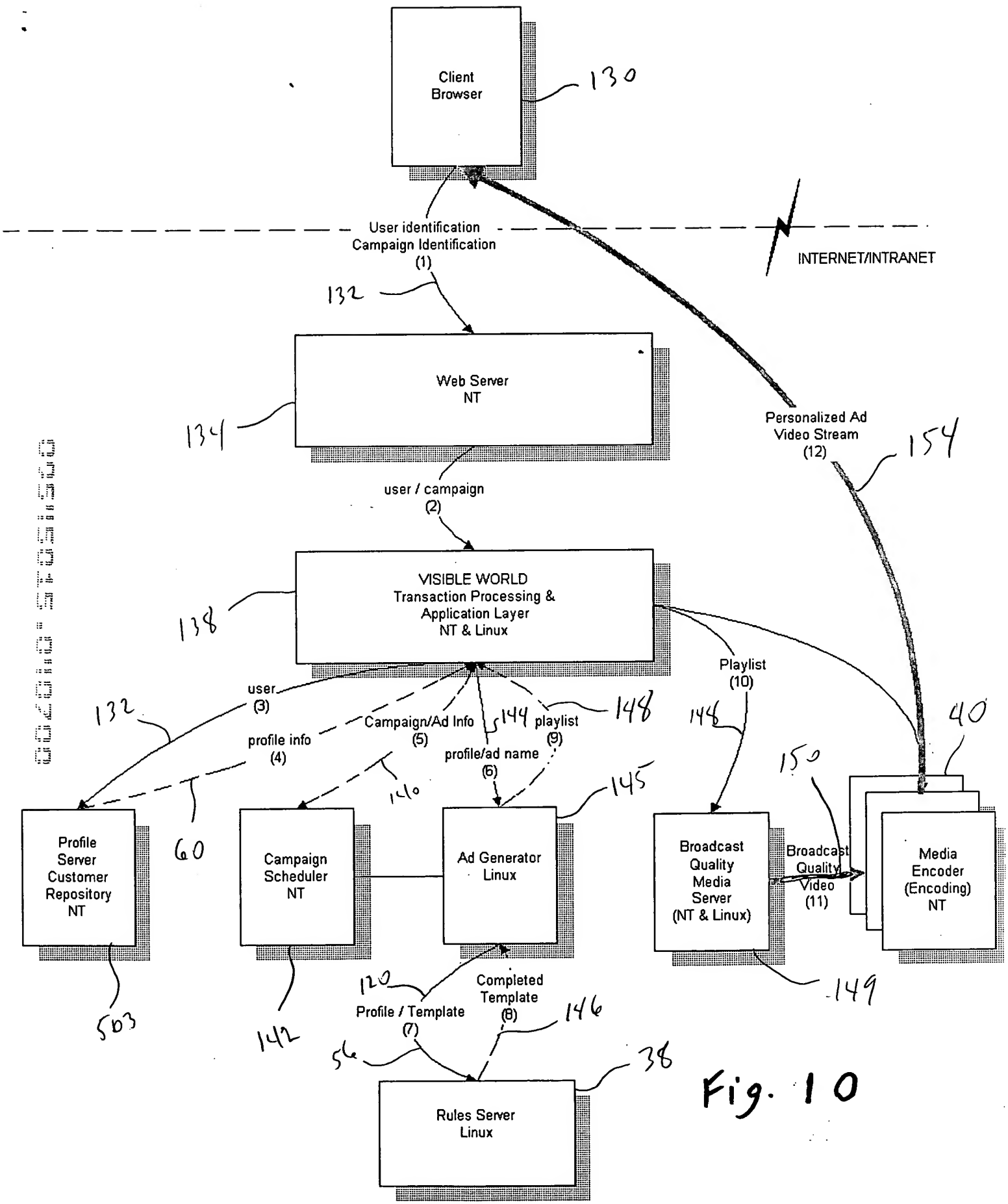
Client Browser
130
User identification
Campaign Identification
(1)
INTERNET/INTRANET
132
Web Server
NT
134
Personalized Ad
Video Stream
(12)
154
user / campaign
(2)
VISIBLE WORLD
Transaction Processing &
Application Layer
NT & Linux
138
Playlist
(10)
user
(3)
132
Campaign/Ad Info
(5)
144
playlist
(9)
148
profile info
(4)
profile/ad name
(6)
140
146
40
150
Profile
Server
Customer
Repository
NT
60
Campaign
Scheduler
NT
Ad Generator
Linux
145
Broadcast
Quality
Media
Server
(NT & Linux)
Broadcast
Quality
Video
(11)
Media
Encoder
(Encoding)
NT
149
503
142
120
Profile / Template
(7)
Completed
Template
(8)
146
56
Rules Server
Linux
38

Fig. 10